

WHAT IS CLAIMED IS:

1. A method for conducting an auction for a sponsor, comprising:
 - receiving information for setting a composite score for a bid submitted to the auction, the information for setting the composite score comprising:
 - a selection of at least one of a plurality of categories as evaluation criteria for the bid;
 - a setting of parameters for each of the selected categories; and
 - a weighting specified for each of the selected categories;
 - receiving a bid from one or more participants, the bid including information corresponding to the selected categories;
 - calculating a weighted value for each one of the selected categories based on the parameters and weighting for each of the selected categories and the information in the bid;
 - determining a score for each received bid based on the weighted values for each of the selected categories; and
 - identifying the bid having the highest score.
2. A method according to claim 1, further comprising:
 - receiving a designation of the participants who may submit bids to the auction.
3. A method according to claim 2, further comprising:
 - sending a notification to each of the participants based on the received designation.
4. A method according to claim 1, wherein at least one of the selected categories is set to a value provided by the sponsor.

5. A method according to claim 4, wherein the at least one of the selected categories set to a value provided by the sponsor relates to an evaluation of the participant by the sponsor.

6. A method according to claim 1, wherein the plurality of categories include a price, a distance, a quality, a volume and a lead time.

7. A method according to claim 1, further comprising:
notifying the participant having the bid identified as having the highest score.

8. A method according to claim 1, wherein the information for setting the composite score further comprises a selection of at least three of the plurality of categories as evaluation criteria for the bid.

9. A method according to claim 1, wherein the information in the bid includes values corresponding to the selected categories.

10. A method according to claim 9, wherein the calculating of a weighted value for each one of the selected categories comprises:
scaling the values included in the information in the bid with the parameters set for each of the selected categories; and
adjusting the scaled values with the weighting specified for each of the selected categories.

11. A method according to claim 10, wherein the determining of the score further includes summing the adjusted values.

12. A method according to claim 1, further comprising:

receiving values corresponding to the selected categories before the bid is submitted;

calculating a weighted value for each one of the selected categories based on the parameters and weighting for each of the selected categories and the received values;

determining a score based on the weighted values for each of the selected categories; and

displaying the score to the participant from which the values were received.

13. A computer readable medium operable on a computer system for conducting an auction for a sponsor, the computer readable medium configured to:

receive information for setting a composite score for a bid submitted to the auction, the information for setting the composite score comprising:

a selection of at least one of a plurality of categories as evaluation criteria for the bid;

a setting of parameters for each of the selected categories; and

a weighting specified for each of the selected categories;

receive a bid from one or more participants, the bid including information corresponding to the selected categories;

calculate a weighted value for each one of the selected categories based on the parameters and weighting for each of the selected categories and the information in the bid;

determine a score for each received bid based on the weighted values for each of the selected categories; and

identify the bid having the highest score.

14. A computer readable medium according to claim 13, further configured to: receive a designation of the participants who may submit bids to the auction.

15. A computer readable medium according to claim 14, further configured to:

send a notification to each of the participants based on the received designation.

16. A computer readable medium according to claim 13, wherein at least one of the selected categories is set to a value provided by the sponsor.

17. A computer readable medium according to claim 16, wherein the at least one of the selected categories set to a value provided by the sponsor relates to an evaluation of the participant by the sponsor.

18. A computer readable medium according to claim 13, wherein the plurality of categories include a price, a distance, a quality, a volume and a lead time.

19. A computer readable medium according to claim 13, further configured to: notify the participant having the bid identified as having the highest score.

20. A computer readable medium according to claim 13, wherein the information for setting the composite score further comprises a selection of at least three of the plurality of categories as evaluation criteria for the bid.

21. A computer readable medium according to claim 13, wherein the information in the bid includes values corresponding to the selected categories.

22. A computer readable medium according to claim 21, further configured to: scale the values included in the information in the bid with the parameters set for each of the selected categories; and

adjust the scaled values with the weighting specified for each of the selected categories.

23. A computer readable medium according to claim 22, further configured to:

sum the adjusted values.

24. A computer readable medium according to claim 13, further configured to:
receive values corresponding to the selected categories before the bid is submitted;
calculate a weighted value for each one of the selected categories based on the
parameters and weighting for each of the selected categories and the received values;
determine a score based on the weighted values for each of the selected categories;
and
display the score to the participant from which the values were received.

25. A window in a graphical user interface for an auction, comprising:
an auction window operable to display information describing the content of the
auction as provided by a sponsor of the auction
a composite score window operable to display at least two of a plurality of
categories selected as evaluation criteria for a bid, a value entered for each of the selected
categories, and a composite score calculated according to the values entered for each of
the selected categories, parameters set for each of the selected categories, and a weighting
specified for each of the selected categories.

26. A window according to claim 25, wherein the composite score window is further operable to display an indication of the weighting specified for each of the selected categories.

27. A window according to claim 25, wherein the composite score window is further operable to display a score corresponding to the highest calculated composite score and a score corresponding to values most recently submitted by a participant of the auction.

28. A window according to claim 25, wherein the composite score is displayed before the values are submitted to the auction.